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## Legal Marketing Association Recognizes Gray Reed for its Microsite System

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(Dallas) – The Legal Marketing Association recognized Gray Reed & McGraw for its internet microsite system that allows for the creation of mini-websites relating to niche areas of law or legal issues.

Gray Reed won honorable mention in the Legal Marketing Association's 2016 *Your Honor Awards* in the Website category. The LMA *Your Honor Awards* recognize the preeminent legal marketing materials from around the world, and is the longest-running annual international awards program recognizing excellence in legal marketing. Over 175 entries are submitted each year.

"Our microsite system is a great resource for the creation of temporary websites representing specific issues in the legal market," said Gray Reed Director of Client Development Michael Blachly. "We can create websites very quickly pulling content directly from our main website. In addition, this allows us to truly utilize SEO and Google AdWords to drive traffic clients and prospects to highly focused landing pages."

Gray Reed worked with Content Pilot to create and design the microsite system. Content Pilot LLC ([www.contentpilot.net](http://www.contentpilot.net)) is a Dallas-headquartered marketing strategy and technology company founded in 2005 that serves leading law firms and other professional services firms across the U.S.

### About Gray Reed & McGraw

For more than 30 years, Gray Reed has been a full-service, Texas based law firm with more than 120 lawyers practicing in Dallas and Houston. Gray Reed offers a wide range of legal services including business litigation, corporate transactions, oil & gas, tax planning and litigation, real estate, healthcare, trusts and estates, employment law, family law, intellectual property, and bankruptcy. For more information, visit [www.grayreed.com](http://www.grayreed.com)